

ORDER



Orders
Order / Rev: 723442
Alt Order #: 06384886
Product Desc: PRIORITIES USA ACT
Estimate: 1789
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 10/18/12 / 10/24/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Mundy Katowitz Media/ POL
Buying Contact:
Billing Contact:
 1322 G St SE
 Washington, DC 20003

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Priorities USA Action
Demographic: A35+
Product Codes: IS-Candidate/Presidential
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	14	\$34,000.00	\$28,900.00
10/29/12	10/29/12	5	\$10,000.00	\$8,500.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	14	\$34,000.00	\$28,900.00	0.00
November 2012	5	\$10,000.00	\$8,500.00	0.00
Totals	19	\$44,000.00	\$37,400.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WKYC	24%	\$44,000.00
Market	100%	\$183,333.33

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBNX	1%	\$1,833.33
WEWS	27%	\$49,500.00
WJW	25%	\$45,833.33
WOIO	18%	\$33,000.00
WUAB	5%	\$9,166.67

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	10/26/12	10/26/12	M-F 430a-5a 430a News	CM	430a-5a	----F--	1:00	1	\$600.00	P-5	0.00	NM	1	\$600.00
CH 3 NEWS 430A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--			1			\$600.00		0.00			
E 2	WKYC	10/26/12	10/26/12	M-F 5-6p Dr. Phil	CM	5p-6p	----F--	1:00	1	\$4,000.00	P-5	0.00	NM	1	\$4,000.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--			1			\$4,000.00		0.00			
E 3	WKYC	10/26/12	10/26/12	M-F 9-10a Today II Today Show II	CM	9a-10a	----F--	1:00	1	\$2,400.00	P-5	0.00	NM	1	\$2,400.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/22/12	10/28/12	----F--			1		\$2,400.00	0.00					
E 4	WKYC	10/29/12	10/29/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	1:00	1	\$5,600.00	P-5	0.00	NM	0	\$0.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	M-----			1		\$5,600.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	10/29/12-11/04/12		Tonight Show		1135p-1237a	M-----	1:00		(\$5,600.00)		0.00	NM		
See MG 10.2,10.3,10.4															
E 5	WKYC	10/29/12	10/29/12	M-F 3-4p The Doctors	CM	3p-4p	M-----	1:00	1	\$1,600.00	P-5	0.00	NM	1	\$1,600.00
DOCTORS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	M-----			1		\$1,600.00	0.00					
E 6	WKYC	10/29/12	10/29/12	Early Today Early Today	CM	4a-430a	M-----	1:00	1	\$200.00	P-5	0.00	NM	1	\$200.00
EARLY TDAY-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	M-----			1		\$200.00	0.00					
E 7	WKYC	10/29/12	10/29/12	M-F 9-10a Today II Today Show II	CM	9a-10a	M-----	1:00	1	\$2,400.00	P-5	0.00	NM	0	\$0.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	M-----			1		\$2,400.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	10/29/12-11/04/12		M-F 9-10a Today II		9a-10a	M-----	1:00		(\$2,400.00)		0.00	NM		
See MG 10.2,10.3,10.4															
E 8	WKYC	10/27/12	10/27/12	Sat 6-630p Channel 3 News at 6P SAT	CM	6-630p	-----S-	1:00	1	\$7,600.00	P-5	0.00	NM	1	\$7,600.00
AVG. ALL WKS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/22/12	10/28/12	-----S-			1		\$7,600.00	0.00					
E 9	WKYC	10/28/12	10/28/12	Sun 1230x-130x Sun 1230x-130x	CM	1230a-130a	-----S	1:00	1	\$600.00	P-5	0.00	NM	1	\$600.00
ET WKD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/22/12	10/28/12	-----S			1		\$600.00	0.00					
E 10	WKYC	10/25/12	10/25/12	Early Today Early Today	CM	4a-430a	---T---	1:00	1	\$200.00	P-5	0.00	NM	3	\$8,200.00
EARLY TDAY-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/22/12	10/28/12	---T---			1		\$200.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	10/22/12-10/28/12		Early Today		4a-430a	---Th---	1:00		(\$200.00)		0.00	NM		
See MG 10.2,10.3,10.4															
[NA/Oversold]															
2	NKYC	10/29/12-10/29/12		M-F 11a-1230p		11a-1230p	M-----	1:00		\$800.00		0.00	NM		
Ⓜ MG for 4.1,7.1,10.1															
3	NKYC	10/29/12-10/29/12		M-F 5-6a		5a-6a	M-----	1:00		\$2,400.00		0.00	NM		
Ⓜ MG for 4.1,7.1,10.1															
4	NKYC	10/29/12-10/29/12		M-F 6-7a		6a-7a	M-----	1:00		\$5,000.00		0.00	NM		
Ⓜ MG for 4.1,7.1,10.1															
E 11	WKYC	10/25/12	10/25/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	---T---	1:00	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
ELLEN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/22/12	10/28/12	---T---			1		\$2,000.00	0.00					
E 12	WKYC	10/25/12	10/25/12	M-F 5-6a	CM	5a-6a	---T---	1:00	1	\$2,400.00	P-5	0.00	NM	1	\$2,400.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Channel 3 News @ 5AM															
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$2,400.00		0.00			
E 13	WKYC	10/23/12	10/23/12	Early Today	CM	4a-430a	-T-----	1:00	1	\$200.00	P-5	0.00	NM	1	\$200.00
				Early Today											
EARLY TDAY-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$200.00		0.00			
E 14	WKYC	10/23/12	10/23/12	M-F 4-5p	CM	4p-5p	-T-----	1:00	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
				Ellen Degeneres											
ELLEN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$2,000.00		0.00			
E 15	WKYC	10/24/12	10/24/12	Early Today	CM	4a-430a	--W----	1:00	1	\$200.00	P-5	0.00	NM	1	\$200.00
				Early Today											
EARLY TDAY-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$200.00		0.00			
E 16	WKYC	10/24/12	10/24/12	M-F 430a-5a	CM	430a-5a	--W----	1:00	1	\$600.00	P-5	0.00	NM	1	\$600.00
				430a News											
CH 3 NEWS 430A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$600.00		0.00			
E 17	WKYC	10/24/12	10/24/12	M-F 5-6p	CM	5p-6p	--W----	1:00	1	\$4,000.00	P-5	0.00	NM	1	\$4,000.00
				Dr. Phil											
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$4,000.00		0.00			
E 18	WKYC	10/24/12	10/24/12	M-F 6-7a	CM	6a-7a	--W----	1:00	1	\$5,000.00	P-5	0.00	NM	1	\$5,000.00
				Channel 3 News Today @ 6AM											
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$5,000.00		0.00			
E 19	WKYC	10/24/12	10/24/12	M-F 9-10a Today II	CM	9a-10a	--W----	1:00	1	\$2,400.00	P-5	0.00	NM	1	\$2,400.00
				Today Show II											
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$2,400.00		0.00			
													Totals	19	\$44,000.00